



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/028,236	12/21/2001	Takeshi Nakamura	B-4440 619414-0	3185

36716 7590 06/05/2006

LADAS & PARRY  
5670 WILSHIRE BOULEVARD, SUITE 2100  
LOS ANGELES, CA 90036-5679

EXAMINER

PARRY, CHRISTOPHER L

ART UNIT PAPER NUMBER

2623

DATE MAILED: 06/05/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/028,236	NAKAMURA ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Chris Parry	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 21 December 2001.
- 2a) ☐ This action is FINAL.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-38 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-38 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 21 December 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |                                                                                                    |                                                                             |
|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                        | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)               | Paper No(s)/Mail Date. _____                                                |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>04/08/2004</u> .                                                          | 6) <input type="checkbox"/> Other: _____                                    |

## DETAILED ACTION

### *Priority*

1. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

### *Specification*

2. The disclosure is objected to because of the following informalities: On page 22, line 8, "On example" should be --One example--. On page 24, line 27, "replay" should be --reply--. On page 25, line 9, "the use who" should be --the user who--. On page 38, line 23, "the use who" should be --the user who--. On page 39, line 26, "processing, then sends" should be --processing, and then sends--. On page 44, line 27, "the use who" should be --the user who--.

Appropriate correction is required.

3. The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

***Claims Notice***

4. The examiner requests applicant to check claim dependences to verify each claim corresponds to the correct parent claim. In particular examiner requests applicant to verify claim 20 for the examiner.

***Claim Objections***

5. Claims 4-6, 12-13, 16, 28, and 34-35 are objected to under 37 CFR 1.75(c), as being of improper dependent form for failing to further limit the subject matter of a previous claim. Applicant is required to cancel the claim(s), or amend the claim(s) to place the claim(s) in proper dependent form, or rewrite the claim(s) in independent form.

Claim 4 further fails to limit parent claim 1, as claim 4 requires a broadcast module to comprise a broadcast unit and claim 1 includes the limitation of a broadcast module having a broadcast unit as recited on line 2 of claim 1. There is no clear difference between applicant's recited "a broadcast module having a broadcast unit" and "a broadcast module comprising a broadcast unit", therefore claim 4 fails to further limit claim 1.

Claim 5 further fails to limit parent claim 1, as claim 5 requires a reception module to comprise: the receiver; the selector; the producing unit; the transmitter; and the presenting unit and claim 1 includes the limitation of a reception module having: a receiver...; a selector...; a producing unit...; a transmitter...; a presenting unit...; as recited on lines 4-16 of claim 1. There is no clear difference between applicant's recited

Art Unit: 2623

“a reception module having...” and “a reception module comprising”, therefore claim 5 fails to further limit claim 1.

Claim 6 further fails to limit parent claim 1, as claim 6 requires an information serving module to comprise: the acquiring unit; and the transmitter and claim 1 includes the limitation of a information serving module having: an acquiring unit...; a transmitter...; as recited on lines 17-23 of claim 1. There is no clear difference between applicant's recited “an information serving module having...” and “an information serving module comprising”, therefore claim 6 fails to further limit claim 1.

Claim 12 further fails to limit parent claim 9, as claim 12 requires a broadcast module to comprise the broadcast means and claim 9 includes the limitation of a broadcast module having a broadcast means as recited on line 2 of claim 9. There is no clear difference between applicant's recited “a broadcast module having a broadcast means” and “a broadcast module comprising the broadcast means”, therefore claim 12 fails to further limit claim 9.

Claims 13, 28, and 34 further fail to limit parent claim 9, as claims 13, 28, and 34 require a reception module to comprise: the reception means; the selection means; the production means; the transmission means; and the presentation means and claim 9 includes the limitation of a reception module having: reception means...; selection means...; production means...; transmission means...; presentation means...; as recited on lines 4-16 of claim 9. There is no clear difference between applicant's recited “a reception module having...” and “a reception module comprising”, therefore claims 13, 28, and 34 fail to further limit claim 9.

Claims 16 and 35 further fail to limit parent claim 9, as claims 16 and 35 require an information serving module to comprise: the acquisition means; and the transmission means and claim 9 includes the limitation of a information serving module having: acquisition means...; transmission means...; as recited on lines 17-23 of claim 9. There is no clear difference between applicant's recited "an information serving module having..." and "an information serving module comprising", therefore claims 16 and 35 fail to further limit claim 9.

***Claim Rejections - 35 USC § 112***

6. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

7. Claim 36 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

As for Claim 36, the specification fails to enable one of ordinary skill in the art, how to make or use the information serving module comprising transmission means (output interface 2) configured to determine the image component specified by the specification information on the basis of the positional information and the time information included in the acquired specification information.

Applicant's specification discloses (Page 37, line 29 – Page 38, line 10) the information server 1' specifies goods corresponding to the goods specifying information (step S305), extracts goods identifying information indicating the specified goods (step S306), and uses the goods identifying information to search the information server 1' and to acquire necessary detailed information from the information server 1' (step S307). Further, the information server 1' acquires goods reference information concerning the goods, which should be referred with the detailed information and others, and temporarily stores the acquired information therein (step S308). Then, a detailed information signal  $S_{if}$  including the detailed information is produced in the information server 1' and sent to the output interface 2.

Further, the output interface 2 gives predetermined output interface processing to the detailed information signal  $S_{if}$ , and sends its processed signal to the communication company module (Page 38, lines 11-15).

Accordingly, it appears applicant's specification discloses information server 1' not output interface 2 of the information serving module determines the image component specified by the specification information on the basis of the positional information and the time information included in the acquired specification information.

### ***Claim Rejections - 35 USC § 101***

8. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 20-21 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Claim 20 recites the limitation “**A data structure of the identification information**” that is functional descriptive material (i.e. data structures). Data structures not claimed as embodied in a computer-readable medium are descriptive material per se and are not statutory because they are not capable of causing functional change in the computer. The data structure does not define any structural and functional interrelationships between the data and other claimed aspects of the invention, which permit the data structure’s functionality to be realized. In contrast, a claimed **computer-readable medium encoded with a computer program** is a computer element, which defines structural and functional interrelationships between the computer program and the rest of the computer, which permit the computer programs functionality to be realized.

Alternatively, claim 20 seeks patent protection for a signal, which is not considered one of the four statutory classes of invention and therefore claim 20 is further considered to be non-statutory.

### ***Claim Rejections - 35 USC § 103***

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:



Art Unit: 2623

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claims 1-6, 8-13, 16-19, and 33-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stettner (U.S. 2002/0104090) in view of Kaiser et al. "Kaiser" (U.S. 6,615,408).

Regarding Claim 1, Stettner discloses an information serving system (100 – figure 1) comprising: a broadcast module (106,108 – figure 1) having a broadcast unit (108 – figure 1) to broadcast information including at least video information (§ 23). Stettner discloses provider 108 broadcasts programming content or "video information" to cable subscribers via network 134 (§ 24).

Stettner teaches, a reception module (152,154 – figure 1) having:

a receiver to receive the broadcasted broadcast information (§ 24).

Stettner discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154, so therefore STB 152 must have a receiver, such as a tuner, to receive a television signal from provider 108.

a producing unit to produce specification information indicative of the selected image component (§ 56-57). Stettner discloses the customer can select indicator 404 (§ 55) or "selected image component", which may be an indicator for more information regarding the shown product (§ 50). Once the customer selects to view more information about the product, the customer can be

identified by reading/identifying the content of the uplink transmission from STB 152, as the uplink transmission can include the unique identification number of the STB 152 (§ 56). Further, the uplink transmission can include information to correlate the customer with the selected interactive advertisement or “selected image component” that was clicked, by using channel information in which the ad was displayed along with the time the ad was shown (§ 57). Therefore, STB 152 or “receiving module” must comprise a producing unit in order to transmit specification information indicative of the selected indicator 404 or “selected image component” to merchant 122 via local studio 106.

a transmitter (156 – figure 1) to transmit the produced specification information (§ 56). STB 152 or “receiving module” comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or “information serving module” registers with local studio 106 or “broadcast module”. This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33). Therefore, STB 152 or “receiving module” has a transmitter (156 – figure 1) to transmit customer responses or “produced specification information”.

a presenting unit (154 – figure 4) to receive incoming component information and present the received component information (§ 29). Stettner discloses TV 154 or “presenting unit” receives requested television programming via STB 152 as shown in figure 4. TV 154 can also be used to present web

pages that present more information or “received component information” on the selected image.

Stettner teaches, an information serving module (122 – figure 1) having: an acquiring unit to acquire the incoming specification information (§ 33). Stettner discloses in figure 1, the dashed line designates local studio 106 can notify merchant 122 or “information serving module” of customer responses or “specification information” to interactive advertisements with the notification capable of being sent via PSTN 132 or other communication network/medium. So therefore, merchant 122 or “information serving module” must comprise an acquiring unit in order to facilitate receiving customer responses or “incoming specification information” from local studio 106 or “broadcast module”.

Stettner further discloses an information serving module (122 – figure 1) having: a transmitter to transmit to the reception module (152 – figure 1) the component information indicative of the image component indicated by the acquired specification information (§ 61). Stettner discloses merchant 122 can receive a template that contains fields of information related to customer’s contact information and description of requested items or “specification information”. Further, the merchant 122 can respond to the customer who requested more information by sending an email to the customer.

However, Stettner fails to explicitly disclose receiving module (152 – figure 1) having a selector to select an image component composing an image consisting of the video information included in the received broadcast information.

In an analogous art, Kaiser discloses a receiving module (1300 – figure 3) having a selector (1310 – figure 3) to select an image component composing an image consisting of the video information included in the received broadcast information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user’s display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stettner with Kaiser in order to include a selector to select an image component composing an image consisting of the video information included in the received broadcast information for the benefit of providing a visual indication to a user that allows the user to easily recognize that more information is available for a product shown within the programming.

As for Claim 2, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the broadcast unit (108 – figure 1) included in the broadcast module (106, 108 – figure 1) is configured to include identification information to identify the image component into the broadcast information and broadcast the broadcast information with the identification information therein (§ 23). Stettner discloses cable service provider 108 or “broadcast unit” is capable of inserting advertisements (and/or other information

related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

Stettner and Kaiser disclose, in particular Stettner teaches, the producing unit included in the reception module is configured to produce, as the specification information, the identification information broadcasted correspondingly to the selected image component (§ 57). Stettner discloses a customer can be correlated to the selected component by the time in which the interactive advertisement 402 was displayed.

As for Claim 3, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the information serving module (122 – figure 1) further includes a transmitter to transmit the identification information to the broadcast module (106,108 – figure 1) (§ 32-33).

Stettner and Kaiser disclose, in particular Stettner teaches, the broadcast unit (108 – figure 1) included in the broadcast module (106,108 – figure 1) is configured to include the incoming identification information into the broadcast information and to transmit the broadcast information with the identification information included therein (§ 23). Stettner discloses cable service provider 108 or “broadcast unit” is capable of inserting advertisements (and/or other information related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

Considering Claim 4, the claimed elements of a broadcast module included in the information serving system, comprising the broadcast unit, corresponds with subject matter mentioned above in the rejection of claim 1, and is likewise treated.

Considering Claim 5, the claimed elements of a reception module included in the information serving system, comprising: the receiver; the selector; the producing unit; the transmitter; and the presenting unit, corresponds with subject matter mentioned above in the rejection of claim 1, and is likewise treated.

Considering Claim 6, the claimed elements of an information serving module included in the information serving system, comprising: the acquiring unit; and the transmitter, corresponds with subject matter mentioned above in the rejection of claim 1, and is likewise treated.

As for Claim 8, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the producing unit of the reception module is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are

Art Unit: 2623

outputted (§ 50-51 and 57). Stettner discloses interactive advertisement 402 can include indicators 404 that indicate the availability of enhanced content. Further, activation of the indicator 404 initiates a command to the STB 152 to request more information. STB 152 composes an uplink transmission and sends a request for information to provider 108. The request for information can include a customer identifier and the time when the indicator 404 or "image component" was selected (§ 57). Therefore, Stettner teaches the producing unit of the reception module (152 – figure 1) produces specification information that includes the time and position information of the image component as STB 152 transmits in the uplink transmission the customer identifier and the time when the indicator 404 or "image component" was selected.

Regarding Claim 9, Stettner discloses, an information serving system (100 – figure 1) comprising: a broadcast module (106,108 – figure 1) having broadcast means (108 – figure 1) for broadcasting broadcast information including at least video information (§ 23). Stettner discloses provider 108 broadcasts programming content or "video information" to cable subscribers via network 134 (§ 24).

Stettner teaches, a reception module (152 – figure 1) having:

reception means for receiving the broadcasted broadcast information, (§ 24).

Stettner discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154, so therefore STB 152 must have a receiver, such as a tuner, to receive a television signal from provider 108.

production means for producing specification information indicative of the selected image component (§ 56-57). Stettner discloses the customer can select indicator 404 (§ 55) or “selected image component”, which may be an indicator for more information regarding the shown product (§ 50). Once the customer selects to view more information about the product, the customer can be identified by reading/identifying the content of the uplink transmission from STB 152, as the uplink transmission can include the unique identification number of the STB 152 (§ 56). Further, the uplink transmission can include information to correlate the customer with the selected interactive advertisement or “selected image component” that was clicked, by using channel information in which the ad was displayed along with the time the ad was shown (§ 57). Therefore, STB 152 or “receiving module” must comprise a producing unit in order to transmit specification information indicative of the selected indicator 404 or “selected image component” to merchant 122 via local studio 106.

transmission means (156 – figure 1) for transmitting the produced specification information (§ 56). STB 152 or “receiving module” comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or “information serving module” registers with local studio 106 or “broadcast module”. This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33). Therefore, STB 152 or “receiving module” has a transmitter (156 – figure 1) to transmit customer responses or “produced specification information”.



and presentation means for receiving incoming component information and presenting the receiving component information (§ 29). Stettner discloses TV 154 or “presenting unit” receives requested television programming via STB 152 as shown in figure 4. TV 154 can also be used to present web pages that present more information or “received component information” on the selected image.

Stettner discloses, an information serving module (122 – figure 1) having acquisition means for acquiring the incoming specification information (§ 33). Stettner discloses in figure 1, the dashed line designates local studio 106 can notify merchant 122 or “information serving module” of customer responses or “specification information” to interactive advertisements with the notification capable of being sent via PSTN 132 or other communication network/medium. So therefore, merchant 122 or “information serving module” must comprise an acquiring unit in order to facilitate receiving customer responses or “incoming specification information” from local studio 106 or “broadcast module”.

Stettner further teaches, an information serving module having transmission means for transmitting to the reception module (152 – figure 1) the component information indicative of the image component indicated by the acquired specification information (§ 61). Stettner discloses merchant 122 can receive a template that contains fields of information related to customer’s contact information and description of requested items or “specification information”. Further, the merchant 122 can respond to the customer who requested more information by sending an email to the customer.

However, Stettner fails to explicitly disclose receiving module (152 – figure 1) having selection means for selecting an image component composing an image consisting of the video information included in the received broadcast information.

In an analogous art, Kaiser discloses a receiving module (1300 – figure 3) having a selector (1310 – figure 3) to select an image component composing an image consisting of the video information included in the received broadcast information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user’s display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stettner with Kaiser in order to include selection means for selecting an image component composing an image consisting of the video information included in the received broadcast information for the benefit of providing a visual indication to a user that allows the user to easily recognize that more information is available for a product shown within the programming.

As for Claim 10, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the broadcast means (108 – figure 1) included in the broadcast module (106, 108 – figure 1) is configured to include identification information to identify the image component into the broadcast information and broadcast the broadcast

information with the identification information therein (§ 23). Stettner discloses cable service provider 108 or “broadcast unit” is capable of inserting advertisements (and/or other information related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

Stettner and Kaiser disclose, in particular Stettner teaches, the production means included in the reception module (152 – figure 1) is configured to produce, as the specification information, the identification information broadcasted correspondingly to the selected image component (§ 57). Stettner discloses a customer can be correlated to the selected component by the time in which the interactive advertisement 402 was displayed.

As for Claim 11, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the information serving module (122 – figure 1) further includes transmission means for transmitting the identification information to the broadcast module (106,108 – figure 1) (§ 32 -33).

Stettner and Kaiser disclose, in particular Stettner teaches, the broadcast means (108 – figure 1) included in the broadcast module (106,108 – figure 1) is configured to include the incoming identification information into the broadcast information and to transmit the broadcast information with the identification information included therein (§ 23). Stettner discloses cable service provider 108 or “broadcast unit” is capable of

Art Unit: 2623

inserting advertisements (and/or other information related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

Considering Claim 12, the claimed elements of a broadcast module included in the information serving system, comprising the broadcast means, corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

Considering Claims 13 and 34, the claimed elements of a reception module included in the information serving system, comprising: the reception means; the selection means; the production means; the transmission means; and the presentation means, corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

Considering Claims 16 and 35, the claimed elements of an information serving module included in the information serving system comprising: the acquisition means; and the transmission means, corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

As for Claim 17, Stettner and Kaiser disclose, in particular Stettner teaches, a reception method carried out by the reception module (152 – figure 1) included in the information serving system (100 – figure 1), comprising the steps of: receiving broadcast information that has been broadcasted (§ 24). Stettner discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154.

Stettner and Kaiser disclose, in particular Kaiser teaches, selecting an image component composing an image corresponding to video information included in the received broadcast information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user's display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

Stettner and Kaiser disclose, in particular Stettner teaches, producing specification information indicative of the selected image component (§ 56-57). Stettner discloses the customer can select indicator 404 (§ 55) or “selected image component”, which may be an indicator for more information regarding the shown product (§ 50). Once the customer selects to view more information about the product, the customer can be identified by reading/identifying the content of the uplink transmission from STB 152, as the uplink transmission can include the unique identification number of the STB 152 (§ 56). Further, the uplink transmission can include information to correlate the customer with the selected interactive advertisement or “selected image component”

Art Unit: 2623

that was clicked, by using channel information in which the ad was displayed along with the time the ad was shown (§ 57).

Stettner and Kaiser disclose, in particular Stettner teaches, transmitting the produced specification information (§ 56). STB 152 or “receiving module” comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or “information serving module” registers with local studio 106 or “broadcast module”. This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33).

Stettner and Kaiser disclose, in particular Stettner teaches, receiving and presenting the incoming component information (§ 29). Stettner discloses TV 154 or “presenting unit” receives requested television programming via STB 152 as shown in figure 4. TV 154 can also be used to present web pages that present more information or “received component information” on the selected image.

As for Claim 18, Stettner and Kaiser disclose, in particular Stettner teaches, a broadcast method carried out by the broadcast module (106,108 - figure 1) included in the information serving system (100 – figure 1), comprising the step of broadcasting the broadcast information in which the identification information to identify the image component is included (§ 23). Stettner discloses cable service provider 108 or

“broadcast unit” is capable of inserting advertisements (and/or other information related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

As for Claim 19, Stettner and Kaiser disclose, in particular Stettner teaches, an information serving method carried out by the information serving module (122 – figure 1) included in the information serving system (100 – figure 1), comprising the step of: acquiring the incoming specification information (§ 33). Stettner discloses in figure 1, the dashed line designates local studio 106 can notify merchant 122 or “information serving module” of customer responses or “specification information” to interactive advertisements with the notification capable of being sent via PSTN 132 or other communication network/medium. So therefore, merchant 122 or “information serving module” must acquire customer responses or “incoming specification information” from local studio 106 or “broadcast module”.

Stettner and Kaiser further disclose, in particular Stettner teaches, an information serving method carried out by the information serving module (122 – figure 1) included in the information serving system (100 – figure 1), comprising the step of: transmitting to the reception module (152 – figure 1) the component information indicative of the image component indicated by the acquired specification information (§ 61). Stettner discloses merchant 122 can receive a template that contains fields of information related to customer’s contact information and description of requested items or “specification

information". Further, the merchant 122 can respond to the customer who requested more information by sending an email to the customer.

As for Claim 33, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the production means of the reception module (152 – figure 1) is configured to produce, as the specification information, a piece of specification information including at least information about time at which positional information indicative of a position of the image component in the image and the image including the image component are outputted (§§ 50-51 and 57). Stettner discloses interactive advertisement 402 can include indicators 404 that indicate the availability of enhanced content. Further, activation of the indicator 404 initiates a command to the STB 152 to request more information. STB 152 composes an uplink transmission and sends a request for information to provider 108. The request for information can include a customer identifier and the time when the indicator 404 or "image component" was selected (§§ 57). Therefore, Stettner teaches the producing unit of the reception module (152 – figure 1) produces specification information that includes the time and position information of the image component as STB 152 transmits in the uplink transmission the customer identifier and the time when the indicator 404 or "image component" was selected.

As for Claim 36, Stettner and Kaiser disclose, in particular Stettner teaches, wherein the transmission means is configured to determine the image component



specified by the specification information on the basis of the positional information and the time information included in the acquired specification information and to transmit to the reception module the component information corresponding to the specified image component (¶¶ 59 and 61).

As for Claim 37, the combination of Stettner and Kaiser disclose, in particular Stettner teaches, a reception method carried out by the reception module (152 – figure 1) included in the information serving system (100 – figure 1), comprising the steps of: receiving a piece of broadcast information that has been broadcast (¶¶ 24). Stettner discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154.

Stettner and Kaiser disclose, in particular Kaiser teaches, selecting an image component composing an image corresponding to a piece of video information included in the received broadcast information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user's display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

Stettner and Kaiser disclose, in particular Stettner teaches, producing a specification information specifying the selected image component, the specification information including positional information indicative of a position of the image

Art Unit: 2623

component in the image and time information at which the image including the image component is outputted (§ 56-57). Stettner discloses the local studio 106, the cable provider 108 are capable of inserting advertisements, along with additional information related to the advertisements, into the television signal that will be broadcasted. The additional information or "specification information" can include time of the broadcast of the advertisement and also must include information specifying the selected image component and positional information indicative of where the selected image component should be placed in relation to the screen. Figure 4 discloses an example of indicator 404 or "specified image component" which is positioned in the lower right hand corner of the screen. If the broadcast stream did not include this information then indicator 404 may interfere with other image components shown on TV 154.

Stettner and Kaiser disclose, in particular Stettner teaches, transmitting the produced specification information (§ 56). STB 152 or "receiving module" comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or "information serving module" registers with local studio 106 or "broadcast module". This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33).

Stettner and Kaiser disclose, in particular Stettner teaches, receiving and presenting a piece of component information that has come (§ 29). Stettner discloses TV 154 or "presenting unit" receives requested television programming via STB 152 as

shown in figure 4. TV 154 can also be used to present web pages that present more information or "received component information" on the selected image.

As for Claim 38, the combination of Stettner and Kaiser disclose, in particular Stettner teaches, an information serving method carried out by the information serving module (122 – figure 1) included in the information serving system (100 – figure 1), comprising the steps of: acquiring the specification information that has come (¶ 33). Stettner discloses in figure 1, the dashed line designates local studio 106 can notify merchant 122 or "information serving module" of customer responses or "specification information" to interactive advertisements with the notification capable of being sent via PSTN 132 or other communication network/medium. So therefore, merchant 122 or "information serving module" must comprise an acquiring unit in order to facilitate receiving customer responses or "incoming specification information" from local studio 106 or "broadcast module".

Stettner and Kaiser further disclose, in particular Stettner teaches, transmitting to the reception module the component information indicating the image component specified by the acquired specification information (¶ 61). Stettner discloses merchant 122 can receive a template that contains fields of information related to customer's contact information and description of requested items or "specification information". Further, the merchant 122 can respond to the customer who requested more information by sending an email to the customer.

11. Claims 14-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stettner in view of Kaiser as applied to claim 10 above, and further in view of Wistendahl et al. "Wistendahl" (U.S. 6,496,981).

As for Claim 14, Stettner and Kaiser disclose the elements of the information serving system comprising: the reception means; the selection means; the production means; the transmission means; and the presentation means, which corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

Stettner and Kaiser disclose, in particular Stettner teaches, wherein the identification information includes component identifying information for identifying the image component (§ 23 and 50). Stettner discloses interactive advertisement comprises an indicator 404, which allows a user to buy the advertised product, or request additional information about the advertised product. For the indicator 404 to be present in the video signal, there must be information identifying the indicator 404 or "image component" that is transmitted in the broadcast signal.

Stettner and Kaiser disclose, in particular Stettner teaches, wherein the identification information includes date and time information indicative of a date and time on and at which the broadcast information including the image component is broadcasted (§ 23).

However, Stettner and Kaiser fail to disclose, wherein the identification information includes highlight information for highlight-displaying the image component

in displaying the image component by the selection means included in the reception module and positional information indicative of a display position of the image component in the image composed of the image component.

In an analogous art, Wistendahl discloses, wherein the identification information includes highlight information for highlight-displaying the image component in displaying the image component by the selection means included in the reception module (Col. 6, lines 19-31).

Wistendahl further discloses, positional information indicative of a display position of the image component in the image composed of the image component (Col. 6, lines 43-63).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of Stettner and Kaiser with the teachings of Wistendahl in order for the identification information to include highlight information and positional information for the benefit of allowing the receiver to present interactive image components to a viewer by using identification information provided in the broadcast stream, which allows a viewer to identify the interactive image components and to interact.

The combination of Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, the selection means includes highlight display means for highlight-displaying the image component determined by the identification information, the date and time information, and the positional information (Col. 14, lines 22-55). Although

Wistendahl does not disclose STB 32 receiving the date and time information as part of the received identification information, it would have been obvious that using an authoring system, this information could be included and transmitted in the broadcast stream as taught by Stettner. Further, Wistendahl does not explicitly disclose selection means, however STB 32 must have selection means in order to output a video image to TV 34 that comprises the video signal as well as image data that indicates the presence of interactive content as shown in figure 7A.

As for Claim 15, the combination of Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, wherein the selection means comprises specification means for specifying the image component highlight-displayed by disclosing STB 32 receives N data from server 30 which specifies the location of the interactive image component and includes data that defines the hot spot or “highlight area” for the interactive image component (Col. 5, line 66 – Col. 6, line 46). Wistendahl does not explicitly disclose selection means, however STB 32 must have selection means in order to output a video image to TV 34 that comprises the video signal as well as image data that indicates the presence of interactive content as shown in figure 7A.

Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, the production means is configured to produce, as the specification information, the identification information broadcasted correspondingly to the specified image component (figure 7A; Col. 14, lines 22-55).

12. Claims 20-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stettner in view of Kaiser as applied to claim 8 above, and further in view of Wistendahl.

As for Claim 20, the combination of Stettner and Kaiser disclose, in particular Stettner teaches, a data structure of the identification information, wherein the identification information includes component identifying information for identifying the image component (§§ 23 and 50). Stettner discloses interactive advertisement comprises an indicator 404, which allows a user to buy the advertised product, or request additional information about the advertised product. For the indicator 404 to be present in the video signal, there must be information identifying the indicator 404 or "image component" that is transmitted in the broadcast signal.

Stettner and Kaiser disclose, in particular Stettner teaches, wherein the identification information includes date and time information indicative of a date and time on and at which the broadcast information including the image component is broadcasted (§§ 23).

However, Stettner and Kaiser fail to disclose wherein the identification information includes highlight information for highlight-displaying the image component in displaying the image component by the selection means included in the reception module and wherein the identification information includes positional information indicative of a display position of the image component in the image composed of the image component.

In an analogous art, Wistendahl discloses, wherein the identification information includes highlight information for highlight-displaying the image component in displaying the image component by the selection means included in the reception module (Col. 6, lines 19-31).

Wistendahl further discloses, wherein the identification information includes positional information indicative of a display position of the image component in the image composed of the image component (Col. 6, lines 19-31).

Wistendahl further discloses, positional information indicative of a display position of the image component in the image composed of the image component (Col. 6, lines 43-63).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of Stettner and Kaiser with the teachings of Wistendahl in order for the identification information to include highlight information and positional information for the benefit of allowing the receiver to present interactive image components to a viewer by using identification information provided in the broadcast stream, which allows a viewer to identify the interactive image components and to interact.

The combination of Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, the identification information additionally includes a piece of section information indicative of a section in the broadcast information, the section information being added to each of the component identification information, the



highlight information, the date and time information, and the positional information, immediately before and after thereof (Col. 14, lines 22-55). Although Wistendahl does not disclose STB 71 receiving the date and time information as part of the received identification information, it would have been obvious that using an authoring system, this information could be included and transmitted in the broadcast stream as taught by Stettner.

As for Claim 21, the combination of Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, acquiring the component identification information, the highlight information, the date and time information, and the positional information that correspond to the image component (Col. 10, lines 20-56). As shown in figure 3, server 30 or "broadcast module" typically receives N data or "identification information" from a third party such as an authoring workstation.

Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, producing the identification information by adding the section information to each of the acquired component identification information, the acquired highlight information, the acquired date and time information, and the acquired positional information, immediately before and after thereof (figure 3; Col. 7, lines 28-42).

Stettner, Kaiser, and Wistendahl disclose, in particular Wistendahl teaches, producing the broadcast information by combining the produced identification

Art Unit: 2623

information with the video information based on a time-sharing manner (Col. 7, lines 42-65).

13. Claim 7 is rejected under 35 U.S.C. 103(a) as being unpatentable over Stettner in view of Kaiser as applied to claim 1 above, and further in view of Sako et al. "Sako" (U.S. 6,738,752).

As for Claim 7, Stettner and Kaiser fail to disclose wherein the broadcast module further comprises a fee processing unit to acquire and process a piece of incoming information about a fee payment for information service, and the information serving module further comprises a fee information transmitter to produce the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmitter transmits the component information to the reception module and to transmit the produced fee payment information to the broadcast module.

In an analogous art, Sako discloses wherein the broadcast module (35 – figure 6) further comprises a fee processing unit to acquire and process a piece of incoming information about a fee payment for information service (Col. 6, line 60 – Col. 7, line 2). Although Sako doesn't explicitly disclose a fee processing unit, content provider 35 must have a processor in order to receive billing information from information distributing apparatus 1 or "information serving module".

Sako further discloses, the information serving module (1 – figure 6) further comprises a fee information transmitter (23 – figure 6) to produce the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmitter transmits the component information to the reception module (200 – figure 6) and to transmit the produced fee payment information to the broadcast module (35 – figure 6) (Col. 6, lines 20-31 and Col. 6, line 60 – Col. 7, line 2).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stettner and Kaiser with the teachings of Sako in order to facilitate producing billing information and sending the billing information to a broadcast module for the benefit of providing to a broadcaster an accurate record of requests for billing purposes.

14. Claims 22-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stettner in view of Kaiser as applied to claim 9 above, and further in view of Sako.

As for Claim 22, Stettner and Kaiser fail to disclose, wherein the broadcast module further comprises fee processing means for acquiring and processing a piece of incoming information about a fee payment for information service, and the information serving module further comprises fee information transmitting means for producing the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmission means transmits the

Art Unit: 2623

component information to the reception module and for transmitting the produced fee payment information to the broadcast module.

In an analogous art, Sako discloses wherein the broadcast module (35 – figure 6) further comprises fee processing means for acquiring and processing a piece of incoming information about a fee payment for information service (Col. 6, line 60 – Col. 7, line 2). Although Sako doesn't explicitly disclose a fee processing unit, content provider 35 must have a processor in order to receive billing information from information distributing apparatus 1 or "information serving module".

Sako further discloses, the information serving module (1 – figure 6) further comprises fee information transmitting means (23 – figure 6) for producing the fee payment information about payment of an information serving fee accompanying the transmitted component information when the transmission means transmits the component information to the reception module (200 – figure 6) and for transmitting the produced fee payment information to the broadcast module (35 – figure 6) (Col. 6, lines 20-31 and Col. 6, line 60 – Col. 7, line 2).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stettner and Kaiser with the teachings of Sako in order to facilitate producing billing information and sending the billing information to a broadcast module for the benefit of providing to a broadcaster an accurate record of requests for billing purposes.

As for Claim 23, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, wherein the broadcast module (35 – figure 6) further comprises fee information acquiring means for acquiring a piece of incoming information about a fee for information serving transmitted from the information serving module (Col. 6, line 60 – Col. 7, line 2). Although not explicitly expressed by Sako, contents provider 35 must have a means to receive billing information from information distributing apparatus 1.

The combination of Stettner, Kaiser and Sako further disclose, in particular Sako teaches, the information serving module (1 – figure 6) further comprises further fee information transmitting means (47 – figure 6) for transmitting to the broadcast module (35 – figure 6) the fee information indicative of the information serving fee prior to transmitting the fee payment information, when the component information is transmitted to the reception module (200 – figure 6) (Col. 7, lines 53-63).

As for Claim 24, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, wherein the information serving fee is calculated in the information serving module (1 – figure 6) for every piece of component information on the basis of the number of times of supplying the component information (Col. 6, line 60 – Col. 7, line 2 and Col. 7, lines 53-63).

As for Claim 25, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, wherein the information serving fee is calculated in the information serving module for every piece of component information through addition of a predetermined basic fee to an amount obtained by multiplying a predetermined scale by the number of times (Col. 6, line 60 – Col. 7, line 2).

As for Claim 26, the combination of Stettner, Kaiser and Sako disclose, in particular Stettner teaches, wherein the broadcast means included in the broadcast module is configured to include a piece of identification information to identify the image component into the broadcast information so as to broadcast the broadcast information including the identification information (§ 23). Stettner discloses cable service provider 108 or “broadcast unit” is capable of inserting advertisements (and/or other information related to the advertisements, such as triggers, data to identify the merchant, time of broadcast of the advertisement, address of the merchant, etc.) into the television signal.

The combination of Stettner, Kaiser and Sako disclose, in particular Kaiser teaches, the selection means in the reception module is configured to select the image component using the broadcasted identification information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user’s display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

The combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, the information serving fee is a fee which should be paid for broadcasting the broadcast information including the identification information (Col. 5, lines 6-13 and Col. 6, lines 6-32).

As for Claim 27, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, a broadcast module (35 – figure 6) included in the information serving system (100 – figure 6) comprising: the broadcast means; and the fee processing means (Col. 4, lines 45-66 and Col. 6, line 60 – Col. 7, line 2). Although not explicitly disclosed by Sako, contents provider 35 must comprise broadcast means in order to transmit contents data 6 to information distributing apparatus 1 and must comprise a fee processing means, in order to receive billing information from information distributing apparatus 1 or “information serving module”.

As for Claim 28, the combination of Stettner, Kaiser and Sako disclose, in particular Stettner teaches, the claimed elements of a reception module (152 – figure 1) included in the information serving system (100 – figure 1), comprising: the reception means (¶ 24). Stettner discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154, so therefore STB 152 must have a receiver, such as a tuner, or “reception means” to receive a television signal from provider 108.

Stettner, Kaiser and Sako disclose, in particular Stettner teaches, production means (§ 56-57). Stettner discloses the customer can select indicator 404 (§ 55) or “selected image component”, which may be an indicator for more information regarding the shown product (§ 50). Once the customer selects to view more information about the product, the customer can be identified by reading/identifying the content of the uplink transmission from STB 152, as the uplink transmission can include the unique identification number of the STB 152 (§ 56). Further, the uplink transmission can include information to correlate the customer with the selected interactive advertisement or “selected image component” that was clicked, by using channel information in which the ad was displayed along with the time the ad was shown (§ 57). Therefore, STB 152 or “receiving module” must comprise “producing means” in order to transmit specification information indicative of the selected indicator 404 or “selected image component” to merchant 122 via local studio 106.

Stettner, Kaiser and Sako disclose, in particular Stettner teaches, transmission means (156 – figure 1) (§ 56). STB 152 or “receiving module” comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or “information serving module” registers with local studio 106 or “broadcast module”. This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33). Therefore, STB 152 or “receiving module” has a transmitter (156 – figure 1) to transmit customer responses or “produced specification information”.



Stettner, Kaiser and Sako disclose, in particular Stettner teaches, presentation means (§ 29). Stettner discloses TV 154 or “presenting unit” receives requested television programming via STB 152 as shown in figure 4. TV 154 can also be used to present web pages that present more information or “received component information” on the selected image.

Stettner, Kaiser and Sako disclose, in particular Kaiser teaches, the selection means (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or “selector” receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user’s display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

As for Claim 29, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, an information serving module (1 – figure 6) included in the information serving system (100 – figure 6), comprising: the acquisition means (25 – figure 6); the transmission means (25 – figure 6); and the fee information transmitting means (23 – figure 6).

As for Claim 30, the combination of Stettner, Kaiser and Sako disclose, in particular Stettner discloses, a reception method carried out by the reception module (152 – figure 1) included in the information serving system (100 – figure 1) comprising the steps of: receiving broadcast information that has been broadcast (§ 24). Stettner

Art Unit: 2623

discloses STB 152 receives programming content or television signal, and delivers the television signal to the subscriber's television set 154.

Stettner, Kaiser and Sako disclose, in particular Kaiser teaches, selecting an image component composing an image corresponding to video information included in the received broadcast information (Col. 8, lines 14-23). Kaiser discloses content integrator 1310 or "selector" receives an ASI indication 1360 from ASI interpreter 1320 and the ASI indication 1360 is visually represented on the user's display 1200 as car 6100 is highlighted 6500 which denotes the availability of additional product information (Col. 10, lines 20-50).

Stettner, Kaiser and Sako disclose, in particular Stettner teaches, producing specification information indicative of the selected image component (§ 56-57). Stettner discloses the customer can select indicator 404 (§ 55) or "selected image component", which may be an indicator for more information regarding the shown product (§ 50). Once the customer selects to view more information about the product, the customer can be identified by reading/identifying the content of the uplink transmission from STB 152, as the uplink transmission can include the unique identification number of the STB 152 (§ 56). Further, the uplink transmission can include information to correlate the customer with the selected interactive advertisement or "selected image component" that was clicked, by using channel information in which the ad was displayed along with the time the ad was shown (§ 57).

Stettner, Kaiser and Sako disclose, in particular Stettner teaches, transmitting the produced specification information (§ 56). STB 152 or “receiving module” comprises modem 156, which is used to transmit the produced specification information to local studio 106. Stettner further discloses merchant 122 or “information serving module” registers with local studio 106 or “broadcast module”. This registration facilitates local studio to provide advertisements on behalf of merchant 122 and to subsequently correlate customer responses to the interactive advertisements to the merchant 122 (§ 33).

Stettner, Kaiser and Sako disclose, in particular Stettner teaches, receiving and presenting the incoming component information (§ 29). Stettner discloses TV 154 or “presenting unit” receives requested television programming via STB 152 as shown in figure 4. TV 154 can also be used to present web pages that present more information or “received component information” on the selected image.

As for Claim 31, the combination of Stettner, Kaiser and Sako disclose, in particular Sako teaches, a broadcast method carried out by the broadcast module (35 – figure 6) included in the information serving system (100 – figure 6), comprising the steps of: broadcasting a piece of broadcast information (Col. 4, lines 45-66).

Stettner, Kaiser and Sako further disclose, in particular Sako teaches acquire a piece of information about a fee payment for information serving that has been come from an information serving module (Col. 6, line 60 – Col. 7, line 2).

As for Claim 32, Stettner, Kaiser and Sako disclose, in particular Stettner teaches, an information serving method carried out by the information serving module (122 – figure 1) included in the information serving system (100 – figure 1), comprising the steps of: acquiring a piece of specification information that has come (¶ 33). Stettner discloses in figure 1, the dashed line designates local studio 106 can notify merchant 122 or “information serving module” of customer responses or “specification information” to interactive advertisements with the notification capable of being sent via PSTN 132 or other communication network/medium. So therefore, merchant 122 or “information serving module” must comprise an acquiring unit in order to facilitate receiving customer responses or “incoming specification information” from local studio 106 or “broadcast module”.

Stettner, Kaiser and Sako further disclose, in particular Stettner teaches, transmitting to a reception module a piece of component information indicative of an image component determined by the acquired specification information (¶ 61). Stettner discloses merchant 122 can receive a template that contains fields of information related to customer’s contact information and description of requested items or “specification information”. Further, the merchant 122 can respond to the customer who requested more information by sending an email to the customer.

Stettner, Kaiser and Sako disclose, in particular Sako teaches, and producing a piece of fee payment information about payment of an information serving fee

Art Unit: 2623

accompanying the transmitted component information when the component information is transmitted to the reception module and transmitting the produced fee payment information to the broadcast module (Col. 5, lines 6-13, Col. 6, lines 6-32, and Col. 6, line 60 – Col. 7, line 2).

***Note to Applicant***

15. Art Units 2611, 2614 and 2617 have changed to 2623. Please make sure all future correspondence indicate the new designation 2623.

***Conclusion***

16. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

The following patents and publications are cited to further show the state of the art with respect to interactive product selection.

U.S. Pat. No. 6,637,028 to Voyticky et al.

U.S. Pat. No. 6,944,228 to Dakss et al.

U.S. Pat. No. 5,929,849 to Kikinis

U.S. Pub. No. 2003/0126597 to Darby et al.

Art Unit: 2623

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chris Parry whose telephone number is (571) 272-8328. The examiner can normally be reached on Monday through Friday, 8:30 AM EST to 4:30 PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on (571) 272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Examiners Initials: CP  
May 26, 2006

  
**CHRISTOPHER GRANT**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 2800**